

## EVOLUTION OF THE PLAN

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This Plan is the product of many years of planning effort within this beach community. The Plan was completed by the Mission Beach Precise Planning and Implementation Organization in conjunction with City staff in September of 1973. However, the framework for preparation of this Plan goes back to 1967 when the San Diego City Council formally recognized the Mission-Pacific Beach Community Planning Organization. This organization was charged with the responsibility of preparing a comprehensive community plan to guide future development of Mission and Pacific Beaches. The combined efforts of the City of San Diego and the Planning Organization resulted in the adoption of the Mission-Pacific Beach Community Plan in November 1970.

A recommendation in the Mission-Pacific Beach Community Plan was that a precise planning study be initiated for Mission Beach upon the adoption of the Mission-Pacific Beach Community Plan. It was recognized that many conclusions, goals and proposals concerning Mission Beach were general in nature. It was further recognized that these generalizations needed a great deal of refinement. Consequently, the plan recommended that Mission Beach prepare its own Precise Plan in order to give more attention to specific problems. It was suggested that a plan should be founded on the advice of residents and property owners in the Mission Beach community. The plan suggested that the Mission Beach Precise Plan include an analysis and definition of existing and potential land use development, circulation and parking, necessary guidelines for both public and private elements of the community in order to take full advantage of the ocean and bay environment, density proposals, and whatever other specific problems existed within the Mission Beach community. The Mission Beach Precise Plan as set forth in the following pages attempts to accomplish these tasks.

Upon adoption of the Mission-Pacific Beach Community Plan by the City Council in November of 1970, organizational procedures were begun in order to create a citizens committee to aid in the preparation of the Mission Beach Precise Plan. The six Mission Beach representatives to the Mission-Pacific Beach Community Planning Organization served as the core of the new Mission Beach committee.

Organizational meetings were held in the community in February and March of 1971. Notices were mailed to every property owner and attached to the door of every resident in the community. At these meetings, nine additional members of the community were elected by residents, property owners and business people to serve on the executive board. The community was divided into five sub-districts. (See map, page 16.) Three residents or property owners represent each area. Since that time the 15-member board has met bi-weekly at City Hall with staff of the Planning and Community Development Departments. Some 75 meetings have resulted in over 200 hours of dialogue during Plan preparation. Quarterly public meetings have been held in the community during the evening in order to inform the residents and property owners of progress on the Plan. Input from the community has been solicited, and vacancies on the executive board have been filled through elections at these meetings. Notices have been distributed to every dwelling in Mission Beach informing the residents of the place and time of the meetings and their general content. The news media also published notices of such meetings.

In addition to preparation of the Plan, the committee has worked on various implementation programs. These include the creation of a temporary 35-foot height limit throughout the beach until permanent controls are developed, the creation of a special zone (R-2B) for South Mission Beach, rezoning of all commercially zoned property in Mission Beach in order to gain stronger sign control, review of all requests for zone variances, and aid in the design of improvements to Mission Boulevard.

The committee also attends meetings and hearings of the City Council, the Planning Commission, the Zoning Administrator, the Zoning Board of Appeals, the Park and Recreation Board and other such bodies in order to advance their position when items of particular interest to Mission Beach are being considered. The efforts of the members of this Committee have been invaluable in aiding the City in preparing this Mission Beach Precise Plan.